

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.**

**Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2052	949	1103	264	296	324	381	329	458	576	600	364	512	551	524	512	291	174	268	818	458	561	137	291	598	372	357
Weighted base	2052	1006	1046	244	346	346	366	305	446	549	569	447	488	554	534	492	287	185	285	864	461	543	154	208	576	365	367
Absolutely certain to vote	(10) 1044	584	460	70	133	167	197	176	300	295	291	214	244	287	245	261	148	104	152	418	312	342	94	144	400	248	198
	51%	58%	44%	29%	38%	48%	54%	58%	67%	54%	51%	48%	50%	52%	46%	53%	51%	56%	53%	48%	68%	63%	61%	69%	70%	68%	54%
	(9) 235	128	107	24	40	39	47	36	49	79	64	44	49	73	49	54	40	19	36	97	59	86	21	29	70	56	65
	11%	13%	10%	10%	12%	11%	13%	12%	11%	14%	11%	10%	10%	13%	9%	11%	14%	10%	13%	11%	13%	16%	14%	14%	12%	15%	18%
	(8) 148	71	77	28	23	33	24	16	24	35	49	29	35	44	51	29	13	11	26	69	40	42	17	11	37	24	30
	7%	7%	7%	11%	7%	10%	7%	5%	5%	6%	9%	6%	7%	8%	10%	6%	4%	6%	9%	8%	9%	8%	11%	5%	6%	6%	8%
	(7) 117	40	78	27	17	23	19	16	14	35	33	21	28	35	35	27	13	9	20	48	27	29	12	11	22	11	25
	6%	4%	7%	11%	5%	7%	5%	5%	3%	6%	6%	5%	6%	6%	6%	5%	4%	5%	7%	6%	6%	5%	8%	5%	4%	3%	7%
	(6) 55	21	34	11	15	9	10	5	7	22	11	13	9	13	12	15	15	-	13	26	7	12	-	4	7	4	9
	3%	2%	3%	4%	4%	2%	3%	2%	2%	4%	2%	3%	2%	2%	2%	3%	5%	-	5%	3%	1%	2%	-	2%	1%	1%	2%
	(5) 79	22	57	9	27	15	18	8	3	24	20	18	17	18	22	30	6	3	9	41	10	21	4	5	8	6	12
	4%	2%	5%	4%	8%	4%	5%	3%	1%	4%	3%	4%	4%	3%	4%	6%	2%	2%	3%	5%	2%	4%	2%	2%	1%	2%	3%
	(4) 27	15	12	11	8	4	3	1	1	4	9	8	6	6	10	5	3	3	4	14	3	8	4	1	-	3	1
	1%	1%	1%	4%	2%	1%	1%	*	*	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	-	1%	*
	(3) 37	10	27	11	13	3	5	2	2	6	16	7	8	9	13	5	10	-	9	15	2	3	*	1	1	*	5
	2%	1%	3%	4%	4%	1%	1%	1%	*	1%	3%	1%	2%	2%	2%	1%	4%	-	3%	2%	*	*	*	1%	*	*	1%
	(2) 31	15	16	12	7	5	3	2	4	7	10	8	6	5	13	3	4	6	1	18	2	-	2	1	3	-	*
	2%	1%	2%	5%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	3%	*	2%	*	-	1%	1%	1%	-	*
Definitely would not vote	(1) 150	63	86	19	26	28	24	24	29	23	35	50	41	33	40	45	22	10	7	62	-	-	-	-	12	12	6
	7%	6%	8%	8%	7%	8%	6%	8%	6%	4%	6%	11%	8%	6%	7%	9%	8%	5%	2%	7%	-	-	-	-	2%	3%	2%
Don't know	129	37	92	23	38	20	15	20	13	18	32	35	44	32	44	20	13	20	9	55	-	-	-	-	14	3	17
	6%	4%	9%	9%	11%	6%	4%	7%	3%	3%	6%	8%	9%	6%	8%	4%	5%	11%	3%	6%	-	-	-	-	2%	1%	5%
Mean	8.17	8.52	7.81	7.03	7.55	8.09	8.37	8.52	8.86	8.50	8.20	7.78	8.10	8.38	7.90	8.11	8.11	8.57	8.56	8.04	9.26	9.12	9.03	9.27	9.25	9.16	8.89
Standard deviation	2.81	2.62	2.96	3.06	3.02	2.83	2.64	2.70	2.46	2.41	2.76	3.17	2.92	2.59	2.93	2.90	2.90	2.66	2.23	2.86	1.37	1.51	1.65	1.44	1.71	1.88	1.84
Standard error	0.06	0.09	0.09	0.19	0.18	0.16	0.14	0.15	0.12	0.10	0.12	0.17	0.13	0.11	0.13	0.13	0.17	0.21	0.14	0.10	0.06	0.06	0.14	0.08	0.07	0.10	0.10

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 2

**Q.2 Which party would you vote for if there was a General Election tomorrow?****Base: All respondents**

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2052	949	1103	264	296	324	381	329	458	576	600	364	512	551	524	512	291	174	268	818	458	561	137	291	598	372	357
Weighted base	2052	1006	1046	244	346	346	366	305	446	549	569	447	488	554	534	492	287	185	285	864	461	543	154	208	576	365	367
Conservative	461 22%	254 25%	206 20%	39 16%	56 16%	84 24%	82 23%	68 22%	132 29%	158 29%	128 23%	103 23%	72 15%	149 27%	127 24%	99 20%	60 21%	26 14%	63 22%	202 23%	461 100%	-	-	-	349 61%	20 6%	33 9%
Labour	543 26%	285 28%	258 25%	78 32%	111 32%	100 29%	118 32%	64 21%	73 16%	142 26%	156 27%	117 26%	128 26%	129 23%	127 24%	167 34%	82 29%	38 20%	105 37%	234 27%	-	543 100%	-	-	32 6%	287 78%	85 23%
Liberal Democrat	154 7%	81 8%	73 7%	20 8%	29 8%	24 7%	14 4%	32 11%	35 8%	60 11%	45 8%	24 5%	24 5%	49 9%	42 8%	33 7%	21 7%	9 5%	22 8%	65 8%	-	-	154 100%	-	3 1%	7 2%	107 29%
SNP	45 2%	24 2%	21 2%	9 4%	4 1%	6 2%	7 2%	7 2%	13 3%	10 2%	13 2%	14 3%	9 2%	-	-	-	-	45 25%	5 2%	16 2%	-	-	-	-	1 *	3 1%	6 2%
Plaid Cymru	5 *	2 *	2 *	1 *	1 *	-	2 *	1 *	1 *	-	2 *	2 *	1 *	-	-	-	5 2%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	208 10%	120 12%	88 8%	8 3%	15 4%	19 5%	39 11%	36 12%	91 20%	53 10%	41 7%	47 10%	67 14%	60 11%	65 12%	54 11%	27 10%	2 1%	8 3%	82 9%	-	-	-	208 100%	103 18%	10 3%	38 10%
The Green Party	33 2%	16 2%	18 2%	4 2%	5 1%	3 1%	12 3%	4 1%	6 1%	6 1%	8 1%	6 1%	13 3%	8 1%	15 3%	3 1%	3 1%	4 2%	6 2%	15 2%	-	-	-	-	2 *	2 1%	12 3%
The British National Party	12 1%	8 1%	4 *	1 *	3 1%	-	5 1%	1 *	1 *	2 *	1 *	2 1%	6 1%	3 1%	* *	4 1%	3 1%	1 1%	4 1%	4 *	-	-	-	-	* *	1 *	1 *
Some other party	5 *	4 *	1 *	* *	-	1 *	1 *	2 1%	1 *	1 *	1 *	1 *	2 *	* *	1 *	2 *	2 1%	-	1 *	3 *	-	-	-	-	2 *	-	1 *
Would not vote	186 9%	79 8%	107 10%	31 13%	40 12%	34 10%	28 8%	25 8%	29 6%	29 5%	53 9%	56 12%	49 10%	38 7%	55 10%	48 10%	32 11%	12 7%	18 6%	79 9%	-	-	-	-	13 2%	12 3%	10 3%
Rather not say	41 2%	29 3%	12 1%	6 2%	8 2%	14 4%	5 1%	2 1%	6 1%	15 3%	13 2%	1 *	11 2%	23 4%	3 1%	6 1%	2 1%	7 4%	7 2%	20 2%	-	-	-	-	-	-	1 *
Don't know	359 18%	104 10%	256 24%	48 20%	74 21%	62 18%	52 14%	63 21%	60 13%	74 13%	108 19%	74 17%	104 21%	95 17%	97 18%	77 16%	50 17%	41 22%	45 16%	143 17%	-	-	-	-	71 12%	23 6%	72 20%

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 3

**Q.2 Which party would you vote for if there was a General Election tomorrow?****Base: All respondents expressing an intention to vote (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1225	631	594	126	150	186	233	213	317	368	350	216	291	323	303	315	178	107	164	477	363	432	104	234	438	282	232
Weighted base	1145	638	508	103	163	182	222	179	297	338	310	240	257	309	287	285	167	97	167	475	368	421	118	166	414	274	231
Conservative	368	211	157	29	40	65	66	57	111	127	102	81	58	121	94	80	52	21	48	158	368	-	-	-	293	17	25
	32%	33%	31%	28%	24%	35%	30%	32%	38%	38%	33%	34%	23%	39%	33%	28%	31%	22%	29%	33%	100%	-	-	-	71%	6%	11%
Labour	421	223	199	49	81	80	95	54	62	110	122	88	101	94	100	131	65	31	83	179	-	421	-	-	27	237	71
	37%	35%	39%	48%	50%	44%	43%	30%	21%	33%	39%	36%	39%	30%	35%	46%	39%	32%	50%	38%	-	100%	-	-	7%	87%	31%
Liberal Democrat	118	64	54	13	21	16	11	28	30	46	33	20	19	38	31	24	17	7	17	47	-	-	118	-	3	6	86
	10%	10%	11%	12%	13%	9%	5%	15%	10%	14%	11%	8%	7%	12%	11%	8%	10%	8%	10%	10%	-	-	100%	-	1%	2%	37%
SNP	33	20	13	3	3	4	5	6	11	9	10	7	8	-	-	-	-	33	4	9	-	-	-	-	1	3	5
	3%	3%	3%	3%	2%	2%	2%	3%	4%	3%	3%	3%	3%	-	-	-	-	34%	2%	2%	-	-	-	-	*	1%	2%
Plaid Cymru	3	2	2	1	1	-	1	1	1	-	2	1	1	-	-	-	3	-	1	1	-	-	-	-	-	-	1
	*	*	*	1%	*	-	*	*	*	-	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	166	98	68	5	11	14	30	29	76	41	35	38	53	48	51	43	23	1	6	65	-	-	-	166	86	9	33
	15%	15%	13%	5%	7%	8%	13%	16%	26%	12%	11%	16%	21%	16%	18%	15%	14%	1%	4%	14%	-	-	-	100%	21%	3%	14%
The Green Party	23	11	12	2	4	2	7	3	4	4	6	3	10	6	9	2	3	3	5	9	-	-	-	-	2	2	9
	2%	2%	2%	2%	3%	1%	3%	2%	1%	1%	2%	1%	4%	2%	3%	1%	2%	3%	3%	2%	-	-	-	-	*	1%	4%
The British National Party	9	7	2	*	2	-	5	1	1	1	*	2	5	2	*	4	2	1	2	4	-	-	-	-	*	1	1
	1%	1%	*	*	1%	-	2%	1%	*	*	*	1%	2%	1%	*	1%	1%	1%	1%	1%	-	-	-	-	*	*	1%
Some other party	4	3	1	*	-	1	1	1	1	*	1	1	2	*	1	2	1	-	1	3	-	-	-	-	2	-	*
	*	*	*	*	-	1%	*	1%	*	*	*	*	1%	*	*	1%	1%	-	*	1%	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Male	949 46%	1006 49%
Female	1103 54%	1046 51%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
18-24	264 13%	244 12%
25-34	296 14%	346 17%
35-44	324 16%	346 17%
45-54	381 19%	366 18%
55-64	329 16%	305 15%
65+	458 22%	446 22%
Average age	47.71	47.08

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
AB	576 28%	549 27%
C1	600 29%	569 28%
C2	364 18%	447 22%
DE	512 25%	488 24%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Scotland	174 8%	185 9%
North East	90 4%	82 4%
North West	237 12%	226 11%
Yorkshire & Humberside	185 9%	185 9%
West Midlands	187 9%	185 9%
East Midlands	148 7%	144 7%
Wales	111 5%	103 5%
Eastern	189 9%	205 10%
London	244 12%	267 13%
South East	307 15%	287 14%
South West	180 9%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 8

**Which of the following best describes your current working status?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
NET: Working	1086 53%	1149 56%
Working full time - working 30 hours per week or more	738 36%	903 44%
Working part time - working between 8 and 29 hours per week	348 17%	246 12%
NET: Not working	966 47%	903 44%
Not working but seeking work or temporarily unemployed or sick	131 6%	127 6%
Not working and not seeking work	159 8%	144 7%
Retired on a state pension only	163 8%	159 8%
Retired with a private pension	339 17%	314 15%
House person, housewife, househusband, etc.	174 8%	158 8%



**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
NET: Homeowners	1277 62%	1334 65%
Owned outright - without mortgage	677 33%	677 33%
Owned with a mortgage or loan	600 29%	657 32%
NET: Renters	750 37%	693 34%
Rented from the council	196 10%	287 14%
Rented from a housing association	181 9%	124 6%
Rented from someone else	373 18%	282 14%
Rent free	25 1%	25 1%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 10  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Yes	1143 56%	1252 61%
No	909 44%	800 39%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
No cars in the household	421 21%	431 21%
NET: Any	1631 79%	1621 79%
1	1088 53%	862 42%
2	451 22%	575 28%
3+	92 4%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd February 2014**

Absolutes/col percents

Table 12

**Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Conservative	576 28%	575 28%
Labour	617 30%	595 29%
Liberal Democrat	183 9%	205 10%
SNP	48 2%	37 2%
Plaid Cymru	8 *	4 *
Green	54 3%	36 2%
UKIP	196 10%	82 4%
BNP	22 1%	16 1%
Another party	16 1%	10 *
None	332 16%	492 24%